

### **Portland- 1997**

Twenty of 301 markets had a low-fare competitor.

Total O&D Passengers: 8,836,880

Average Fare: \$149

Average Trip Length: 1,116

Fare Premium (Discount) for markets >20 passengers/day compared to industry-wide markets of similar distance and size: (8%)

	<b>Market Share</b>	<b>Avg Fare</b>	<b>Avg Trip Length</b>	<b>Avg Yield</b>
Alaskan	29%	\$99	600	\$0.16
United	20%	\$194	1,360	\$0.14
Southwest	15%	\$76	647	\$0.12
Delta	13%	\$216	1,672	\$0.13

### **Spokane - 1997**

Twenty-seven of 207 markets had a low-fare competitor.

Total O&D Passengers: 2,517,130

Average Fare: \$119

Average Trip Length: 800

Fare Premium (Discount) for markets >20 passengers/day compared to industry-wide markets of similar distance and size: (24%)

	<b>Market Share</b>	<b>Avg Fare</b>	<b>Avg Trip Length</b>	<b>Avg Yield</b>
Alaskan	33%	\$80	432	\$0.19
Southwest	33%	\$68	523	\$0.13
United	16%	\$209	1381	\$0.15
Delta	11%	\$179	1371	\$0.13